Index to Volume 60

1982:
Numbers
1 to 6

Authors and articles

Note: *For the Manager's Bookshelf* is not available in reprint form.

Aggarwal, Sumer C.
Prepare for Continual Materials Shortages
Thinking Ahead
Number 3, Page 6
Reprint 82301

Allen, Brandt
An Unmanaged Computer Can Stop You Dead
Number 6, Page 76
Reprint 82601

Amara, Roy
Coauthor
Case of the Suspicious Scientist
Problems in Review
Number 5, Page 6
Reprint 82501

Andreasen, Alan R.
Nonprofits: Check Your Attention to Customers
Number 3, Page 105
Reprint 82302

Andrews, Kenneth R.
Rigid Rules Will Not Make Good Boards
From the Boardroom
Number 6, Page 34
Reprint 82602

Anthony, Robert N.
Recognizing the Cost of Interest on Equity
Number 1, Page 91
Reprint 82101

Arnold, Jasper H., III
How to Negotiate a Term Loan
Number 2, Page 131
Reprint 82201

Arnold, Jerry L.
Coauthor
The Accounting Review: A Happy Compromise
Growing Concerns
Number 3, Page 24
Reprint 82308

Ashkenas, Ronald N.
Coauthor
Managers Can Avoid Wasting Time
Number 3, Page 98
Reprint 82303

Barnard, Mary S.
Books for the Thoughtful Executive
For the Manager's Bookshelf
Number 1, Page 148

Bartlett, Christopher A.
Coauthor
Operating Cases to Help Solve Corporate Problems
Ideas for Action
Number 2, Page 68
Reprint 82229

Bensinger, Peter B.
Drugs in the Workplace
Special Report
Number 6, Page 48
Reprint 82603

Bittel, Lester R.
Coauthor
The Limited, Traditional World of Supervisors
Ideas for Action
Number 4, Page 26
Reprint 82449

Blair, Patricia
Coauthor
The Coming Growth in 'Appropriate' Technology
Ideas for Action
Number 6, Page 62
Reprint 82669

Bodie, Zvi
'Compound-Interest' Depreciation in Capital Investment
Ideas for Action
Number 3, Page 58
Reprint 82339

Boettcher, James H.
Coauthor
A Look at the Variable-Maturity Loan
Number 3, Page 80
Reprint 82304

Bogue, E. Grady
Coauthor
Performance Incentives for State Colleges
Number 6, Page 123
Reprint 82604

Index to Volume 60

1982:
Numbers
1 to 6

Authors and articles

Note: *For the Manager's Bookshelf* is not available in reprint form.

Aggarwal, Sumer C.
Prepare for Continual Materials Shortages
Thinking Ahead
Number 3, Page 6
Reprint 82301

Allen, Brandt
An Unmanaged Computer Can Stop You Dead
Number 6, Page 76
Reprint 82601

Amara, Roy
Coauthor
Case of the Suspicious Scientist
Problems in Review
Number 5, Page 6
Reprint 82501

Andreasen, Alan R.
Nonprofits: Check Your Attention to Customers
Number 3, Page 105
Reprint 82302

Andrews, Kenneth R.
Rigid Rules Will Not Make Good Boards
From the Boardroom
Number 6, Page 34
Reprint 82602

Anthony, Robert N.
Recognizing the Cost of Interest on Equity
Number 1, Page 91
Reprint 82101

Arnold, Jasper H., III
How to Negotiate a Term Loan
Number 2, Page 131
Reprint 82201

Arnold, Jerry L.
Coauthor
The Accounting Review: A Happy Compromise
Growing Concerns
Number 3, Page 24
Reprint 82308

Ashkenas, Ronald N.
Coauthor
Managers Can Avoid Wasting Time
Number 3, Page 98
Reprint 82303

Barnard, Mary S.
Books for the Thoughtful Executive
For the Manager's Bookshelf
Number 1, Page 148

Bartlett, Christopher A.
Coauthor
Operating Cases to Help Solve Corporate Problems
Ideas for Action
Number 2, Page 68
Reprint 82229

Bensinger, Peter B.
Drugs in the Workplace
Special Report
Number 6, Page 48
Reprint 82603

Bittel, Lester R.
Coauthor
The Limited, Traditional World of Supervisors
Ideas for Action
Number 4, Page 26
Reprint 82449

Blair, Patricia
Coauthor
The Coming Growth in 'Appropriate' Technology
Ideas for Action
Number 6, Page 62
Reprint 82669

Bodie, Zvi
'Compound-Interest' Depreciation in Capital Investment
Ideas for Action
Number 3, Page 58
Reprint 82339

Boettcher, James H.
Coauthor
A Look at the Variable-Maturity Loan
Number 3, Page 80
Reprint 82304

Bogue, E. Grady
Coauthor
Performance Incentives for State Colleges
Number 6, Page 123
Reprint 82604

Bonoma, Thomas V.
Major Sales: Who Really Does the Buying?
Number 3, Page 111
Reprint 82305

Bowen, Nancy Comfort
Sources on Regulation
For the Manager's Bookshelf
Number 5, Page 38

Bradford, Charles
Coauthors
The Hospital Capital Crisis: Issues for Trustees
From the Boardroom
Number 5, Page 56
Reprint 82502

Brown, Rex V.
Coauthor
Decision Analysis Comes of Age
Number 5, Page 130
Reprint 82511

Brown, Wayne
Coauthor
Performance Incentives for State Colleges
Number 6, Page 123
Reprint 82604

Buss, Martin D.J.
Making It Electronically
Number 1, Page 89
Reprint 82102

Managing International Information Systems
Number 5, Page 153
Reprint 82503

Caldwell, George
Coauthors
The Hospital Capital Crisis: Issues for Trustees
From the Boardroom
Number 5, Page 56
Reprint 82502

Caldwell, William M., IV
Coauthors
Deregulation: Surviving the Transition
Ideas for Action
Number 4, Page 20
Reprint 82449

Chatfield, Mary V.
Books for the Thoughtful Executive
For the Manager's Bookshelf
Number 3, Page 46

Churchill, Neil C.
Don't Let Inflation Get the Best of You
Growing Concerns
Number 2, Page 6
Reprint 82202

Collins, Eliza G.C.
Stepping Out of Glass Slippers
For the Manager's Bookshelf
Number 2, Page 148

Cooper, Arnold C.
Coauthor
The Surprising Case for Low Market Share
Number 6, Page 106
Reprint 82613

Crane, Dwight B.
Coauthor
The New Competition in World Banking
Number 4, Page 88
Reprint 82401

Daniells, Lorna M.
Sources on Marketing
For the Manager's Bookshelf
Number 4, Page 40

D'Aprix, Roger
The Oldest (and Best) Way to Communicate with Employees
Ideas for Action
Number 5, Page 30
Reprint 82559

Davidson, William H.
Coauthor
Shaping a Global Product Organization
Number 4, Page 125
Reprint 82402

Davis, Richard Hart
Coauthor
The Strategy Gap in Not-for-Profits
From the Boardroom
Number 3, Page 30
Reprint 82312

Delano, Frank
Keeping Your Trade Name or Trademark Out of Court
Ideas for Action
Number 2, Page 72
Reprint 82229

Delbanco, Andrew
What Makes America Exceptional?
Number 6, Page 168
Reprint 82699

De Long, David W.
Coauthor
Operating Cases to Help Solve Corporate Problems
Ideas for Action
Number 2, Page 68
Reprint 82229

Diamond, Michael A.
Coauthor
The Accounting Review: A Happy Compromise
Growing Concerns
Number 3, Page 24
Reprint 82308

Eiler, Robert G.
Coauthors
Is Your Cost Accounting Up to Date?
Number 4, Page 133
Reprint 82403

Emering, Edward J.
In a Merger, Consider All Employee Benefit Funding
Ideas for Action
Number 1, Page 46
Reprint 82119

Ewing, David W.
Due Process: Will Business Default?
Number 6, Page 114
Reprint 82605

Fielden, John S.
'What Do You Mean You Don't Like My Style?'
Number 3, Page 128
Reprint 82306

Forbes, Wallace E
Coauthor
'Freeze' Assets to Lower Estate Taxes and Keep Control
Growing Concerns
Number 6, Page 16
Reprint 82607

Fox, Harold W.
Quasi-Boards: Useful Small Business Confidants
Growing Concerns
Number 1, Page 158
Reprint 82112

Frankenhuis, Jean-Pierre
How to Get a Good Mini
Number 3, Page 139
Reprint 82307

Freedman, Audrey
Coauthor
Last Rites for Pattern Bargaining
Special Report
Number 2, Page 30
Reprint 82203

Friedman, Benjamin M.
The Treasury Threatens Corporate Balance Sheets
Ideas for Action
Number 5, Page 20
Reprint 82559

Frohman, Alan L.
Technology as a Competitive Weapon
Number 1, Page 97
Reprint 82103

Fulmer, William E.
Coauthor
Last Rites for Pattern Bargaining
Special Report
Number 2, Page 30
Reprint 82203

Galbraith, John Kenneth
The Way Up from Reagan Economics
Number 4, Page 6
Reprint 82404

Garbett, Thomas F.
When to Advertise Your Company
Number 2, Page 100
Reprint 82204

Garvin, David A.
Coauthor
Managing as if Tomorrow Mattered
Number 3, Page 70
Reprint 82309

Gerwin, Donald
Do's and Don'ts of Computerized Manufacturing
Number 2, Page 107
Reprint 82205

Glass, William R.
Coauthor
The Desperate Plight of the Underclass
Number 4, Page 60
Reprint 82409

Gold, Bela
CAM Sets New Rules for Production
Number 6, Page 88
Reprint 82606

Goldsmith, Jeff
Coauthors
The Hospital Capital Crisis: Issues for Trustees
From the Boardroom
Number 5, Page 56
Reprint 82502

Goletz, Walter K.
Coauthors
Is Your Cost Accounting Up to Date?
Number 4, Page 133
Reprint 82403

Goodpaster, Kenneth E.
Coauthor
Can a Corporation Have a Conscience?
Number 1, Page 132
Reprint 82104

Gray, Gary
Coauthor
Are Original-Issue Discount Bonds Here to Stay?
Ideas for Action
Number 3, Page 54
Reprint 82339

Grisanti, Don Albert
The Agony of Selling Out to Relatives
Growing Concerns
Number 6, Page 6
Reprint 82607

Gumpert, David E.
Coauthor
Discard Many Old Rules about Getting Venture Capital
Growing Concerns
Number 1, Page 152
Reprint 82112

Entrepreneurship: A New Literature Begins
Keeping Informed
Number 2, Page 50
Reprint 82206

Coauthor
Penetrating the Government Procurement Maze
Growing Concerns
Number 3, Page 14
Reprint 82308

Harp, Lore
The Entrepreneur Sees Herself as Manager
Number 4, Page 140
Reprint 82405

Harrison, Deborah H.
Coauthor
HMOs Don't Have to Fail
Number 4, Page 115
Reprint 82406

Haspeslagh, Philippe
Portfolio Planning: *Uses and Limits*
Number 1, Page 58
Reprint 82105

Coauthor
Shaping a Global Product Organization
Number 4, Page 125
Reprint 82402

Hayes, Robert H.
Coauthor
Germany's World-Class Manufacturers
Number 6, Page 137
Reprint 82609

Coauthor
Managing as if Tomorrow Mattered
Number 3, Page 70
Reprint 82309

Hayes, Samuel L., III
Coauthor
The New Competition in World Banking
Number 4, Page 88
Reprint 82401

Hout, Thomas
Coauthors
How Global Companies Win Out
Number 5, Page 98
Reprint 82504

Howard, James
Defuse the Hostility Factor in Acquisition Talks
Growing Concerns
Number 4, Page 54
Reprint 82410

Judson, Arnold S.
The Awkward Truth about Productivity
Number 5, Page 93
Reprint 82505

Kaikati, Jack G.
Marketing Without Exchange of Money
Number 6, Page 72
Reprint 82669

Kanter, Rosabeth Moss
The Middle Manager as Innovator
Number 4, Page 95
Reprint 82407

Kantrow, Alan M.
Coauthor
The Nurturing of Corporate Research
Number 1, Page 115
Reprint 82110

Keegan, Daniel P.
Coauthors
Is Your Cost Accounting Up to Date?
Number 4, Page 133
Reprint 82403

Kelley, David
Critical Issues for Issue Ads
Number 4, Page 80
Reprint 82408

Killing, J. Peter
How to Make a Global Joint Venture Work
Number 3, Page 120
Reprint 82310

Kimberly, John R.
Coauthor
HMOs Don't Have to Fail
Number 4, Page 115
Reprint 82406

Kiser, John W., III
Tapping Eastern Bloc Technology
Number 2, Page 85
Reprint 82207

Kotter, John P.
What Effective General Managers Really Do
Number 6, Page 156
Reprint 82608

Kramer, Robert J.
Coauthor
Getting the Most Out of Innovation Abroad
Number 2, Page 94
Reprint 82208

Krasker, William S.
Building Depreciation: Which Method Pays Off?
Ideas for Action
Number 6, Page 68
Reprint 82669

Hedging on Loans Linked to the Prime
Ideas for Action
Number 3, Page 66
Reprint 82339

Leonard, Frank S.
Coauthor
The Incline of Quality
Number 5, Page 163
Reprint 82506

Limprecht, Joseph A.
Coauthor
Germany's World-Class Manufacturers
Number 6, Page 137
Reprint 82609

Lodge, George Cabot
Coauthor
The Desperate Plight of the Underclass
Number 4, Page 60
Reprint 82409

Mailandt, Peter
Simplifying the Search for Four-Leaf Clovers
Growing Concerns
Number 4, Page 44
Reprint 82410

Matthews, John B., Jr.
Coauthor
Can a Corporation Have a Conscience?
Number 1, Page 132
Reprint 82104

McFarlan, F. Warren
Coauthor
The Information Archipelago–Maps and Bridges
Number 5, Page 109
Reprint 82507

McKenney, James L.
Coauthor
The Information Archipelago–Maps and Bridges
Number 5, Page 109
Reprint 82507

Morrison, Glenn
Coauthor
Enabling the Disabled
Special Report
Number 4, Page 152
Reprint 82412

Morrison, Paul
Playing Political Hardball
For the Manager's Bookshelf
Number 5, Page 34

Mullins, David W., Jr.
Does the Capital Asset Pricing Model Work?
Number 1, Page 105
Reprint 82106

Navarro, Peter
Our Stake in the Electric Utility's Dilemma
Number 3, Page 87
Reprint 82311

Nolan, Richard L.
Managing Information Systems by Committee
Number 4, Page 72
Reprint 82411

Steering DP Through a Recession
Ideas for Action
Number 5, Page 24
Reprint 82559

Norman, Henry R.
Coauthor
The Coming Growth in 'Appropriate' Technology
Ideas for Action
Number 6, Page 62
Reprint 82669

Ogilvy, David
Coauthor
Research on Advertising Techniques That Work–and Don't Work
Ideas for Action
Number 4, Page 14
Reprint 82449

Old, Bruce S.
Corporate Directors Should Rethink Technology
From the Boardroom
Number 1, Page 6
Reprint 82107

Paddock, Anthony C.
Coauthor
'Freeze' Assets to Lower Estate Taxes and Keep Control
Number 6, Page 16
Reprint 82607

Pati, Gopal C.
Coauthor
Enabling the Disabled
Special Report
Number 4, Page 152
Reprint 82412

Piper, Thomas R.
Coauthor
How Much Debt Is Right for Your Company?
Number 4, Page 106
Reprint 82413

Poppel, Harvey L.
Who Needs the Office of the Future?
Number 6, Page 146
Reprint 82610

Porter, Michael E.
Coauthors
How Global Companies Win Out
Number 5, Page 98
Reprint 82504

Ramsey, Jackson E.
Coauthor
The Limited, Traditional World of Supervisors
Ideas for Action
Number 4, Page 26
Reprint 82449

Raphaelson, Joel
Coauthor
Research on Advertising Techniques That Work–and Don't Work
Ideas for Action
Number 4, Page 14
Reprint 82449

Raskin, A.H.
Entitlement Plus Responsibility
For the Manager's Bookshelf
Number 1, Page 144

Reich, Robert B.
Why the U.S. Needs an Industrial Policy
Number 1, Page 74
Reprint 82108

Robertson, Thomas S.
Coauthors
Deregulation: Surviving the Transition
Ideas for Action
Number 4, Page 20
Reprint 82449

Rochester, Jack B.
The Computer Makers
For the Manager's Bookshelf
Number 4, Page 38

Rockart, John F.
Coauthor
The CEO Goes On-Line
Number 1, Page 82
Reprint 82109

Ronstadt, Robert
Coauthor
Getting the Most Out of Innovation Abroad
Number 2, Page 94
Reprint 82208

Rosenbloom, Richard S.
Coauthor
The Nurturing of Corporate Research
Number 1, Page 115
Reprint 82110

Rothermel, Terry W.
Forecasting Resurrected
Number 2, Page 139
Reprint 82209

Rudden, Eileen
Coauthors
How Global Companies Win Out
Number 5, Page 98
Reprint 82504

Rumer, Boris
Coauthor
The Soviet Economy: Going to Siberia?
Thinking Ahead
Number 1, Page 16
Reprint 82111

Sasser, W. Earl
Coauthor
The Incline of Quality
Number 5, Page 163
Reprint 82506

Schaffer, Robert H.
Coauthor
Managers Can Avoid Wasting Time
Number 3, Page 98
Reprint 82303

Schmid, Gregory
Coauthor
Case of the Suspicious Scientist
Problems in Review
Number 5, Page 6
Reprint 82501

Scobel, Donald N.
Business and Labor—from Adversaries to Allies
Number 6, Page 129
Reprint 82611

Scott, Bruce R.
Can Industry Survive the Welfare State?
Number 5, Page 70
Reprint 82508

Sheppard, I. Thomas
If Kidnappers Strike...
Ideas for Action
Number 1, Page 52
Reprint 82119

Sotelino, Fernando B.
Coauthor
A Look at the Variable-Maturity Loan
Number 3, Page 80
Reprint 82304

Sproull, Robert L.
Cost-Effective Way to Spur Private Giving
Ideas for Action
Number 2, Page 62
Reprint 82229

Stancill, James McNeill
Does the Market Know Your Company's Real Worth?
Growing Concerns
Number 5, Page 42
Reprint 82509

Stern, Richard
Insurance for Third World Currency Inconvertibility Protection
Ideas for Action
Number 3, Page 62
Reprint 82339

Sternheimer, Stephen
Coauthor
The Soviet Economy: Going to Siberia?
Thinking Ahead
Number 1, Page 16
Reprint 82111

Timmons, Jeffry A.
Coauthor
Discard Many Old Rules about Getting Venture Capital
Growing Concerns
Number 1, Page 152
Reprint 82112

Coauthor
Penetrating the Government Procurement Maze
Growing Concerns
Number 3, Page 14
Reprint 82308

Treacy, Michael E.
Coauthor
The CEO Goes On-Line
Number 1, Page 82
Reprint 82109

Turner, Arthur N.
Consulting Is More Than Giving Advice
Number 5, Page 120
Reprint 82510

Ulvila, Jacob W.
Coauthor
Decision Analysis Comes of Age
Number 5, Page 130
Reprint 82511

Unterman, Israel
Coauthor
The Strategy Gap in Not-for-Profits
From the Boardroom
Number 3, Page 30
Reprint 82312

---

von Hippel, Eric
Get New Products from Customers
Number 2, Page 117
Reprint 82210

Ward, Scott
Coauthors
Deregulation: Surviving the Transition
Ideas for Action
Number 4, Page 20
Reprint 82449

Watson, Craig M.
Counter-Competition Abroad to Protect Home Markets
Ideas for Action
Number 1, Page 40
Reprint 82119

Weinhold, Wolf A.
Coauthor
How Much Debt Is Right for Your Company?
Number 4, Page 106
Reprint 82413

Wellons, Philip
International Bankers: Size Up Your Competitors
Number 6, Page 95
Reprint 82612

Woo, Carolyn Y.
Coauthor
The Surprising Case for Low Market Share
Number 6, Page 106
Reprint 82613

Wood, Charles T.
Relate Hospital Charges to Use of Services
Number 2, Page 123
Reprint 82211

Woolridge, J. Randall
Coauthor
Are Original-Issue Discount Bonds Here to Stay?
Ideas for Action
Number 3, Page 54
Reprint 82339

Wuthnow, Robert
The Moral Crisis in American Capitalism
Number 2, Page 76
Reprint 82212

Yip, George S.
Gateways to Entry
Number 5, Page 85
Reprint 82512

Young, David W.
'Nonprofits' Need Surplus Too
Number 1, Page 124
Reprint 82113

Zuboff, Shoshana
New Worlds of Computer-Mediated Work
Number 5, Page 142
Reprint 82513

Classified list of articles

Note: *For the Manager's Bookshelf* is not available in reprint form.

Banking

International Bankers: Size Up Your Competitors
Philip Wellons
Number 6, Page 95
Reprint 82612

New Competition in World Banking, The
Dwight B. Crane and Samuel L. Hayes, III
Number 4, Page 88
Reprint 82401

Board of Directors

Corporate Directors Should Rethink Technology
From the Boardroom
Bruce S. Old
Number 1, Page 6
Reprint 82107

Hospital Capital Crisis, The: Issues for Trustees
From the Boardroom
Charles Bradford, George Caldwell, and Jeff Goldsmith
Number 5, Page 56
Reprint 82502

Rigid Rules Will Not Make Good Boards
From the Boardroom
Kenneth R. Andrews
Number 6, Page 34
Reprint 82602

Strategy Gap in Not-for-Profits, The
From the Boardroom
Israel Unterman and Richard Hart Davis
Number 3, Page 30
Reprint 82312

Business and Education

Cost-Effective Way to Spur Private Giving
Ideas for Action
Robert L. Sproull
Number 2, Page 62
Reprint 82229

Business Reading

Books for the Thoughtful Executive
For the Manager's Bookshelf
Mary S. Barnard
Number 1, Page 148

Books for the Thoughtful Executive
For the Manager's Bookshelf
Mary V. Chatfield
Number 3, Page 46

Computer Makers, The
For the Manager's Bookshelf
Jack B. Rochester
Number 4, Page 38

Entitlement Plus Responsibility
For the Manager's Bookshelf
A.H. Raskin
Number 1, Page 144

Playing Political Hardball
For the Manager's Bookshelf
Paul Morrison
Number 5, Page 34

Sources on Marketing
For the Manager's Bookshelf
Lorna M. Daniells
Number 4, Page 40

Sources on Regulation
For the Manager's Bookshelf
Nancy Comfort Bowen
Number 5, Page 38

Stepping Out of Glass Slippers
For the Manager's Bookshelf
Eliza G.C. Collins
Number 2, Page 148

What Makes America Exceptional?
Andrew Delbanco
Number 6, Page 168
Reprint 82699

Capitalism

Moral Crisis in American Capitalism, The
Robert Wuthnow
Number 2, Page 76
Reprint 82212

Case Discussions

Case of the Suspicious Scientist
Problems in Review
Roy Amara and Gregory Schmid
Number 5, Page 6
Reprint 82501

Computers and Information Systems

CEO Goes On-Line, The
John F. Rockart and Michael E. Treacy
Number 1, Page 82
Reprint 82109

Do's and Don'ts of Computerized Manufacturing
Donald Gerwin
Number 2, Page 107
Reprint 82205

How to Get a Good Mini
Jean-Pierre Frankenhuis
Number 3, Page 139
Reprint 82307

Information Archipelago, The—Maps and Bridges
James L. McKenney and F. Warren McFarlan
Number 5, Page 109
Reprint 82507

Making It Electronically
Martin D.J. Buss
Number 1, Page 89
Reprint 82102

Managing Information Systems by Committee
Richard L. Nolan
Number 4, Page 72
Reprint 82411

Managing International Information Systems
Martin D.J. Buss
Number 5, Page 153
Reprint 82503

New Worlds of Computer-Mediated Work
Shoshana Zuboff
Number 5, Page 142
Reprint 82513

Steering DP Through a Recession
Ideas for Action
Richard L. Nolan
Number 5, Page 24
Reprint 82559

Unmanaged Computer Can Stop You Dead, An
Brandt Allen
Number 6, Page 76
Reprint 82601

Who Needs the Office of the Future?
Harvey L. Poppel
Number 6, Page 146
Reprint 82610

Corporate Planning and Strategy

Coming Growth in 'Appropriate' Technology, The
Ideas for Action
Henry R. Norman and Patricia Blair
Number 6, Page 62
Reprint 82669

Consulting Is More Than Giving Advice
Arthur N. Turner
Number 5, Page 120
Reprint 82510

Decision Analysis Comes of Age
Jacob W. Ulvila and Rex V. Brown
Number 5, Page 130
Reprint 82511

Forecasting Resurrected
Terry W. Rothermel
Number 2, Page 139
Reprint 82209

Managing as if Tomorrow Mattered
Robert H. Hayes and David A. Garvin
Number 3, Page 70
Reprint 82309

Nurturing of Corporate Research, The
Richard S. Rosenbloom and Alan M. Kantrow
Number 1, Page 115
Reprint 82110

Operating Cases to Help Solve Corporate Problems
Ideas for Action
Christopher A. Bartlett and David W. De Long
Number 2, Page 68
Reprint 82229

Portfolio Planning: Uses and Limits
Philippe Haspeslagh
Number 1, Page 58
Reprint 82105

Prepare for Continual Materials Shortages
Thinking Ahead
Sumer C. Aggarwal
Number 3, Page 6
Reprint 82301

Technology as a Competitive Weapon
Alan L. Frohman
Number 1, Page 97
Reprint 82103

Economic Conditions

Way Up from Reagan Economics, The
Thinking Ahead
John Kenneth Galbraith
Number 4, Page 6
Reprint 82404

Energy

Our Stake in the Electric Utility's Dilemma
Peter Navarro
Number 3, Page 87
Reprint 82311

Finance and Accounting

Are Original-Issue Discount Bonds Here to Stay?
Ideas for Action
J. Randall Woolridge and Gary Gray
Number 3, Page 54
Reprint 82339

Building Depreciation: Which Method Pays Off?
Ideas for Action
William S. Krasker
Number 6, Page 68
Reprint 82669

'Compound-Interest' Depreciation in Capital Investment
Ideas for Action
Zvi Bodie
Number 3, Page 58
Reprint 82339

Does the Capital Asset Pricing Model Work?
David W. Mullins, Jr.
Number 1, Page 105
Reprint 82106

Hedging on Loans Linked to the Prime
Ideas for Action
William S. Krasker
Number 3, Page 66
Reprint 82339

HMOs Don't Have to Fail
Deborah H. Harrison and John R. Kimberly
Number 4, Page 115
Reprint 82406

How Much Debt Is Right for Your Company?
Thomas R. Piper and Wolf A. Weinhold
Number 4, Page 106
Reprint 82413

How to Negotiate a Term Loan
Jasper H. Arnold III
Number 2, Page 131
Reprint 82201

In a Merger, Consider All Employee Benefit Funding
Ideas for Action
Edward J. Emering
Number 1, Page 46
Reprint 82119

Is Your Cost Accounting Up to Date?
Robert G. Eiler, Walter K. Goletz, and Daniel P. Keegan
Number 4, Page 133
Reprint 82403

Look at the Variable-Maturity Loan, A
James H. Boettcher and Fernando B. Sotelino
Number 3, Page 80
Reprint 82304

Performance Incentives for State Colleges
E. Grady Bogue and Wayne Brown
Number 6, Page 123
Reprint 82604

Recognizing the Cost of Interest on Equity
Robert N. Anthony
Number 1, Page 91
Reprint 82101

Relate Hospital Charges to Use of Services
Charles T. Wood
Number 2, Page 123
Reprint 82211

General Management

Managers Can Avoid Wasting Time
Ronald N. Ashkenas and Robert H. Schaffer
Number 3, Page 98
Reprint 82303

Middle Manager as Innovator, The
Rosabeth Moss Kanter
Number 4, Page 95
Reprint 82407

'What Do You Mean You Don't Like My Style?'
John S. Fielden
Number 3, Page 128
Reprint 82306

General Operations

Drugs in the Workplace
Special Report
Peter B. Bensinger
Number 6, Page 48
Reprint 82603

Government and Business

Can Industry Survive the Welfare State?
Bruce R. Scott
Number 5, Page 70
Reprint 82508

Desperate Plight of the Underclass, The
George Cabot Lodge and William R. Glass
Number 4, Page 60
Reprint 82409

Treasury Threatens Corporate Balance Sheets, The
Ideas for Action
Benjamin M. Friedman
Number 5, Page 20
Reprint 82559

Why the U.S. Needs an Industrial Policy
Robert B. Reich
Number 1, Page 74
Reprint 82108

HBR Interviews

Entrepreneur Sees Herself as Manager, The
Lore Harp
Number 4, Page 140
Reprint 82405

International Management

Counter-Competition Abroad to Protect Home Markets
Ideas for Action
Craig M. Watson
Number 1, Page 40
Reprint 82119

Getting the Most Out of Innovation Abroad
Robert Ronstadt and Robert J. Kramer
Number 2, Page 94
Reprint 82208

How Global Companies Win Out
Thomas Hout, Michael E. Porter, and Eileen Rudden
Number 5, Page 98
Reprint 82504

How to Make a Global Joint Venture Work
J. Peter Killing
Number 3, Page 120
Reprint 82310

Insurance for Third World Currency Inconvertibility Protection
Ideas for Action
Richard Stern
Number 3, Page 62
Reprint 82339

Soviet Economy, The: Going to Siberia?
Thinking Ahead
Boris Rumer and Stephen Sternheimer
Number 1, Page 16
Reprint 82111

Tapping Eastern Bloc Technology
John W. Kiser III
Number 2, Page 85
Reprint 82207

Legal Aspects of Business

Deregulation: Surviving the Transition
Ideas for Action
Thomas S. Robertson, Scott Ward, and William M. Caldwell IV
Number 4, Page 20
Reprint 82449

Due Process: Will Business Default?
David W. Ewing
Number 6, Page 114
Reprint 82605

Keeping Your Trade Name or Trademark Out of Court
Ideas for Action
Frank Delano
Number 2, Page 72
Reprint 82229

Marketing Management

Critical Issues for Issue Ads
David Kelley
Number 4, Page 80
Reprint 82408

Gateways to Entry
George S. Yip
Number 5, Page 85
Reprint 82512

Get New Products from Customers
Eric von Hippel
Number 2, Page 117
Reprint 82210

Major Sales: Who Really *Does the Buying?*
Thomas V. Bonoma
Number 3, Page 111
Reprint 82305

Marketing Without Exchange of Money
Ideas for Action
Jack G. Kaikati
Number 6, Page 72
Reprint 82669

Research on Advertising Techniques That Work–and Don't Work
Ideas for Action
David Ogilvy and Joel Raphaelson
Number 4, Page 14
Reprint 82449

Surprising Case for Low Market Share, The
Carolyn Y. Woo and Arnold C. Cooper
Number 6, Page 106
Reprint 82613

When to Advertise Your Company
Thomas F. Garbett
Number 2, Page 100
Reprint 82204

Nonprofit Organizations

Nonprofits: Check Your Attention to Customers
Alan R. Andreasen
Number 3, Page 105
Reprint 82302

'Nonprofits' Need Surplus Too
David W. Young
Number 1, Page 124
Reprint 82113

Organizational Structure

Shaping a Global Product Organization
William H. Davidson and Philippe Haspeslagh
Number 4, Page 125
Reprint 82402

Personnel Relations

Business and Labor–from Adversaries to Allies
Donald N. Scobel
Number 6, Page 129
Reprint 82611

Enabling the Disabled
Special Report
Gopal C. Pati and Glenn Morrison
Number 4, Page 152
Reprint 82412

If Kidnappers Strike...
Ideas for Action
I. Thomas Sheppard
Number 1, Page 52
Reprint 82119

Last Rites for Pattern Bargaining
Special Report
Audrey Freedman and William E. Fulmer
Number 2, Page 30
Reprint 82203

Limited, Traditional World of Supervisors, The
Ideas for Action
Lester R. Bittel and Jackson E. Ramsey
Number 4, Page 26
Reprint 82449

Oldest (and Best) Way to Communicate with Employees, The
Ideas for Action
Roger D'Aprix
Number 5, Page 30
Reprint 82559

What Effective General Managers Really Do
John P. Kotter
Number 6, Page 156
Reprint 82608

Production and Services

Awkward Truth about Productivity, The
Arnold S. Judson
Number 5, Page 93
Reprint 82505

CAM Sets New Rules for Production
Bela Gold
Number 6, Page 88
Reprint 82606

Germany's World-Class Manufacturers
Joseph A. Limprecht and Robert H. Hayes
Number 6, Page 137
Reprint 82609

Incline of Quality, The
Frank S. Leonard and W. Earl Sasser
Number 5, Page 163
Reprint 82506

Public Affairs and Social Responsibility

Can a Corporation Have a Conscience?
Kenneth E. Goodpaster and John B. Matthews, Jr.
Number 1, Page 132
Reprint 82104

Small Business Management

Accounting Review, The: A Happy Compromise
Growing Concerns
Jerry L. Arnold and Michael A. Diamond
Number 3, Page 24
Reprint 82308

Agony of Selling Out to Relatives, The
Growing Concerns
Don Albert Grisanti
Number 6, Page 6
Reprint 82607

Defuse the Hostility Factor in Acquisition Talks
Growing Concerns
James Howard
Number 4, Page 54
Reprint 82410

Discard Many Old Rules about Getting Venture Capital
Growing Concerns
Jeffry A. Timmons and David E. Gumpert
Number 1, Page 152
Reprint 82112

Does the Market Know Your Company's Real Worth?
Growing Concerns
James McNeill Stancill
Number 5, Page 42
Reprint 82509

Don't Let Inflation Get the Best of You
Growing Concerns
Neil C. Churchill
Number 2, Page 6
Reprint 82202

Entrepreneurship: A New Literature Begins
Keeping Informed
David E. Gumpert
Number 2, Page 50
Reprint 82206

'Freeze' Assets to Lower Estate Taxes and Keep Control
Growing Concerns
Wallace F. Forbes and Anthony C. Paddock
Number 6, Page 16
Reprint 82607

Penetrating the Government Procurement Maze
Growing Concerns
David E. Gumpert and Jeffry A. Timmons
Number 3, Page 14
Reprint 82308

Quasi-Boards: Useful Small Business Confidants
Growing Concerns
Harold W. Fox
Number 1, Page 158
Reprint 82112

Simplifying the Search for Four-Leaf Clovers
Growing Concerns
Peter Mailandt
Number 4, Page 44
Reprint 82410